

# Annual Report

YOUR STORY, YOUR MUSEUM

HistoryMiami Museum

Fiscal Year 2019

**HISTORYMIAMI MUSEUM**

---

**SAFEGUARDS AND SHARES**

---

**MIAMI STORIES**

---

**TO FOSTER LEARNING**

---

**INSPIRE A SENSE OF PLACE**

---

**AND CULTIVATE AN ENGAGED**

---

**COMMUNITY**

On the cover: Young visitors in the *International Rivalry* section of *Tropical Dreams*, our core exhibition.

# Message from the Executive Director & the Board Chairman

Everyone, every place, has a story. Sharing them with each other is how we discover connections and build community. That's what HistoryMiami Museum is all about. It's tales of visionary pioneers like Julia Tuttle, Henry Flagler, and Carl Fisher, and faded photographs of Black families at Virginia Key Beach. It's letters from a political prisoner in Cuba to her sister in Miami and an army veteran's recollections of coming to America as a child of Operation Pedro Pan. It's a Seminole artist teaching children his tribal traditions, and taking a look back at the destruction wreaked by Hurricane Andrew. It's the old Orange Bowl, a Serge Toussaint mural in Little Haiti, and a trolley car that used to run up and down Flagler Street.

These stories – your stories – fill our spaces and embody our commitment to be a place that is of, by, and for all the people of this community. That commitment is reflected in the other things we share with Miami. School programs, educator resources, and outreach initiatives reach tens of thousands of children each year. Honoring the experiences of our LGBTQ and other marginalized communities breaks down barriers and fosters inclusiveness. And events like the **Miami Street Photography Festival**, **Miami International Map Fair**, and **Presidential Symposium** draw global audiences and help show the world the magic that is Miami.

For nearly 80 years, we've been serving the community by keeping your stories alive and capturing the moments and milestones that are happening right now, so that we can share them in the future. We thank you, all of you, for embracing HistoryMiami and making it the extraordinary institution it is today.

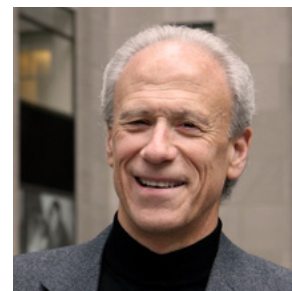
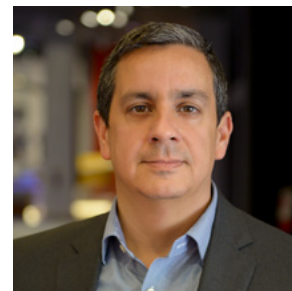
Everyone has a story. We want to know yours.



Jorge Zamanillo  
Executive Director



Michael Weiser  
Chairman, Board of Trustees



**“For nearly 80 years, we’ve been serving the community, collecting and keeping your stories alive.”**

## Preserving Your Stories

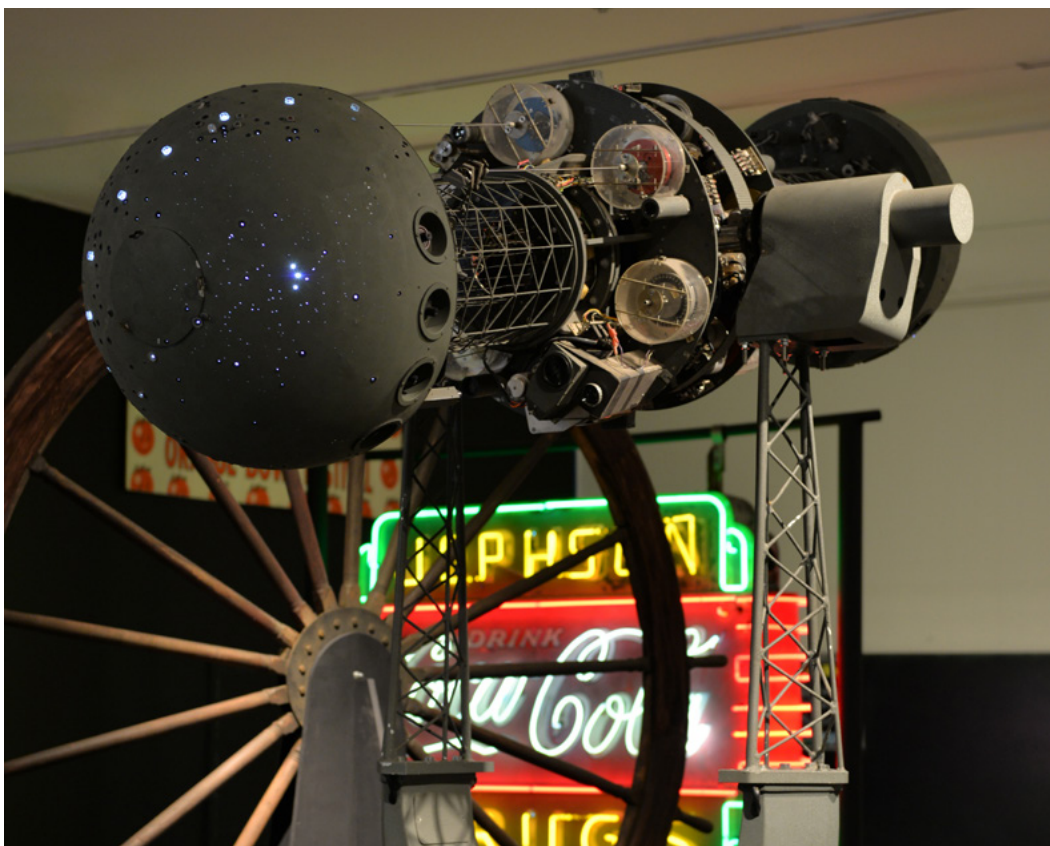


**"HistoryMiami Museum is the public museum for Southeast Florida. It canvasses our history."**

HistoryMiami Museum collects, preserves, and provides access to a wide range of materials that document the history of Miami, South Florida, and the Caribbean. Essential to this endeavor is the **Archives and Research Center**, which safeguards the Museum's special collections and noncirculating library, and offers a reading room in which academic researchers and the passionately inquisitive can consult the archives and object collection.

In 2019, the Museum expanded the archival collection through 45 acquisitions, including the work of acclaimed photographers Nathan Benn and David Scheinbaum. An upgrade to online search platform AtoM improved access to the archival collection.

The Museum's **object collection** features more than 30,000 items. New additions include a collection of Seminole and Miccosukee textiles and artifacts donated by historian Patsy West; the William Freeman family collection of nearly 200 artifacts from one of the area's early white settlers; and a collection from photojournalist Al Diaz that reflects his career at the Miami Herald.



With an eye on significantly increasing accessibility to all of the Museum's collections, digitization is of paramount importance. To that end, and with funding from the Council on Library and Information Resources, the Museum started a two-year project to digitize 500 Pan Am artifacts from our collection. In partnership with the University of Miami and Duke University, the initiative will make these materials available online through the Digital Public Library of America.

Also critical to our work is **Miami Stories**, a sweeping initiative to collect and share stories about Miami's past and present. Established in 2009, the project documents life in the Magic City by collecting first-person written and audio accounts from the people who live here, which are then preserved in our archives and disseminated online and through media outlets. The Miami Stories Recording Booth most recently captured stories at outreach events with Miami International Book Fair, Pérez Art Museum Miami, New World Symphony, and Girl Scouts of America.

 **100+**  
**new stories**  
**collected**

*through the Miami  
Stories project.*

 **450+**  
**researchers**

*used the Museum's  
Archives and  
Research Center.*



*Recent additions  
to the Museum's  
collection include  
Seminole and  
Miccosukee items  
like the figures  
shown above.*

Previous page: Researchers in the Museum's Archives and Research Center; this page: The Spitz planetarium projector from the former Miami Science Museum, now on display in HistoryMiami Museum's *History & Ourselves* gallery.

## Sharing Your Stories



**“Oftentimes museums shy away from controversial topics. HistoryMiami Museum didn’t do that.”**

– Julio Capó Jr., Ph.D.

HistoryMiami Museum's ongoing exhibitions educate patrons about the people, traditions, struggles, and events that have shaped Miami's history. Some of the exhibitions on display in 2019 included ***Avenues of Expression: Street Traditions in Miami***, ***Miami International Airport: A Hub for History***, ***A Peculiar Paradise: Florida Photographs by Nathan Benn***, and the exhibitions related to the annual **Miami Street Photography Festival**, the largest street photography event in the world.

A few additional exhibitions particularly resonated with national audiences. ***Queer Miami: A History of LGBTQ Communities***, curated by award-winning historian Julio Capó Jr., chronicled Miami's queer past. In examining the persecution faced by Miami's LGBTQ communities, the exhibition focused on telling stories of defiance, resistance, and triumph, as well as identity formation, coalition building, and civil rights. Exhibition collaborators included Pridelines, SAVE, the Stonewall National Museum & Archives, the Wolfson Archives at Miami Dade College, and others. *Queer Miami* garnered media attention across the country, including a

feature in *The New York Times*, and received the Museum Excellence Award from the Florida Association of Museums. Presented in tandem with *Queer Miami* was a series of painted doors, created by 13- to 21-year-old student volunteers from Miami-Dade Public Schools, Miami Dade College, and Florida International University, that highlighted the impact of anti-gay and gender-related bias on the lives of LGBTQ youth. The Museum worked closely with YES Institute to facilitate this special exhibition.



***Mucho, Mucho Amor: 50 Years of Walter Mercado*** provided an up-close look at the beloved Spanish-language TV icon's life and career. The exhibition – a collection of mementos, ephemera, and a dazzling array of the Puerto Rican-born astrologer's glittering capes and jewelry – was made possible in

partnership with the Mercado family and Knight Foundation, and kicked off with an appearance by the legend himself. The opening weekend of the never-before-seen retrospective was the last public appearance Mercado made before his death in November.



***Gridiron Glory: The Best of the Pro Football Hall of Fame***, sponsored by our exclusive healthcare partner Baptist Health, featured rare photographs, one-of-a-kind documents, spectacular NFL footage, interactive displays, and more than 200 awe-inspiring artifacts from players such as Emmitt Smith, Tom Brady, and Jason Taylor. Hosted in every Super Bowl city since 2012, the year the exhibition began, *Gridiron Glory's* residency at the Museum culminated with Super Bowl LIV.

---

Previous page: A visitor looks at a display in *Queer Miami*; this page, left: Walter Mercado's appearance during the opening of *Mucho, Mucho Amor*; this page, right: Dick Anderson, former Miami Dolphins player, speaks to the press during the opening of *Gridiron Glory*.

## Teaching Through Tales



**“Rakonte istwa se yon fason ki bon anpil pou anseye.”**

“Storytelling is a very important way to teach.”

– Liliane Nérette Louis,  
*Folk Artist & Former HM  
Artist-in-Residence*

**School programs** provide opportunities for children to immerse themselves in meaningful, hands-on, guided encounters of HistoryMiami Museum’s collections and galleries. Students freely interact with teaching collection objects while discovering, and in some cases reenacting, the stories that have shaped South Florida’s past. Close to **7,000 young minds** were given the chance to uncover their own history and connection to community this past year – at the Museum, in school, or at historic sites around Miami – in a variety of different ways.

**“A Day at the Museum”** encompasses seven different programs for children in grades pre-K4 through 12, including explorations of Miami’s multicultural heritage and archaeology workshops. **“Museum on the**



**GO!** offers pre-K4 to 12th-grade students five distinct programs that examine local folk traditions and natural history. **“Round Town”** provides historical site tours for children in grades 3-12 to such locations as Virginia Key Beach, the Miami-Dade County Courthouse, and Cape Florida Lighthouse. Program partners include the Miami-Dade County Juvenile Services Department, Miami-Dade Public Schools, and YES Institute.

The Museum also provides educator resources in the form of professional development **K-12 workshops, online activities and resources**, and **free membership benefits** to help teachers – **nearly 4,000 this year alone** – achieve their goals, and those of their students, in the classroom.

Supporting equity and access for all, monthly **FREE Family Fun Days** again saw museumgoers enjoy complimentary admission and a host of family-centric activities, while the **Summer Passport** program, sponsored by Amerant Bank, offered free entry for children and up to three guests during the out-of-school months.

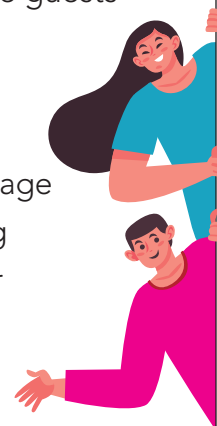
In ensuring **inclusive experiences** for all visitors museumwide, we continued to offer materials in accessible formats, sign language interpreters, mobility devices, gallery seating, assistive listening devices, free admission for personal care attendants, and other disability accommodations for all Museum programs.

**Sensory backpacks**, also provided at no charge, contain a range of assistive resources, including noise-reducing headphones, emotion cards, and fidget toys. The presence of ASL translators during this year's FREE Family Fun Day gallery tours and storytime was made possible through a grant from the Batchelor Foundation.

Every Museum education program offers age- and grade-level appropriate experiences that focus on different ways of learning. Critical thinking is honed as students compare and contrast historical and present-day life, and are encouraged to visualize and discuss what the future may be like, based on the patterns of the past.



*Sensory backpacks, provided at no charge, contain a range of assistive resources.*



**10 Free Family Fun Days**

•••  
**7,460 Participants**



**40% increased participation**

*in the Summer Passport program.*

## Stories of Tradition & Culture



### What makes Miami, Miami?

*The Cultural Encounters program series offers unique off-site experiences for participants to meet and engage with local artisans and experts. In 2019, events were hosted by Botanica Viejo Lazaro, Cao Chocolates, and Schnebly Redland's Winery & Brewery.*

Our **Heritage Spotlight Series**, organized by the Museum's South Florida Folklife Center, is an **artist-in-residence** program that showcases Miami-area traditional artists and ensembles, and features public events, school programs, and multimedia exhibitions that highlight the cultural heritage of the region.

HistoryMiami Museum most recently supported three such individuals and groups. Music and dance ensemble **Puerta de Oro de Colombia** is committed to *rompiendo fronteras* – or “breaking borders” – through traditional dances representing Colombia’s culturally diverse regions. **Reza Filsoofi** is a musician, singer, and composer who plays traditional Middle Eastern instruments and

leads the Caravan Ensemble, the first Iranian traditional music ensemble in South Florida. Artist **Pedro Zepeda** practices a variety of Seminole traditional arts, including leatherwork, patchwork, beading, basket weaving, and dugout canoe carving. Recent artist-in-residence partners included the Iranian American Foundation, MDC Live Arts, Live on Lincoln Music Series, the Ah-Tah-Thi-Ki Museum, and Love the Everglades Movement.

The Museum also presented **CultureFest 305**, a vibrant annual folklife festival that debuted in 2017. Festivalgoers enjoyed traditional music, dance, food, crafts, and art during a daylong schedule of activities, made possible with the help of more than 30 community partners.

---

Top: Former artist-in-residence Pedro Zepeda carving a dugout canoe.

# Stories in Motion



Nearly **7,000 people** experienced Miami's history where it happened, during 169 different **City Tours**: group walking, boat, and coach expeditions conducted by HistoryMiami Museum Resident Historian Paul S. George, Ph.D., and other enthusiastic and knowledgeable guides. Tours include jaunts to historic Stiltsville, culinary explorations in Little Haiti, and languid strolls down Coconut Grove's storied Charles Avenue. These outings allow community stakeholders to directly share their Miami stories with tourgoers.

Attendees of **In Class with Dr. George: Defining Moments in South Florida History** were often astonished at the stories that color Miami's bygone days. The popular lecture series offered fascinating discussions complemented by visits to Museum exhibitions and city landmarks.

**Community outreach** efforts were further diversified this year via new avenues, reaching **more than 49,000 people** as a result. Engaging stakeholders in Liberty City, Overtown, the Redlands, Miami Springs, Doral, and Tamiami - as well as collaborations with organizations including Little Haiti Cultural Complex, Miami Dolphins Football Unites, Miami-Dade Public Library System, Radical Partners, and The Children's Trust Family Expo - helped us cast an even wider net in connecting with our community.



**169**  
**City Tours**

•••  
**7,000**  
**attendees**



*HistoryMiami Resident Historian Paul S. George thrills participants with fascinating tours, discussions, and visits to the Museum.*

**49,000**  
**people served**

*during community outreach efforts, including the Liberty City Reads Fest and the Redland Summer Fruit and Tropical Island Festivals.*

# Storytelling Through Programs



For 10 years, HistoryMiami Museum's **Presidential Symposium** has sparked discussion on timely, relevant, and often controversial subjects related to past and present United States presidencies. The thought-provoking annual event is attended by world-renowned panelists and moderators. This year it tackled *Presidential Power and Immigration Policy: America's Uncivil War – From Lincoln to Today*.



Sponsored by the Marcia J. Kanner Memorial Fund, **A People's History of South Florida** program series explores Miami's history from early settlers to its evolution into a global city. Lectures are free to the public and feature experts and community leaders who share their stories on a variety of topics. Discussion points this year included LGBTQ issues, immigration stories, art and community, and music and the civil rights movement.



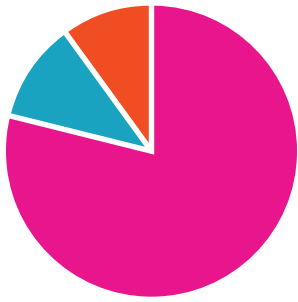
The Museum has hosted the **Miami International Map Fair**, the largest and longest running map fair in the Americas, for **26 years**. Attracting over 30 dealers from around the world, the Fair allows attendees to journey through time as they sift through hundreds of one-of-a-kind maps, atlases, and rare books available for purchase. The event, one of our longest running fundraisers, welcomed more than **1,000 visitors** in 2019.



## The Inside Story: Museum Membership

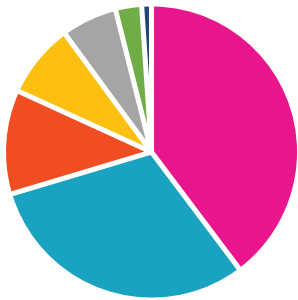
HistoryMiami Museum members receive year-round access to the Museum, invites to members-only events, discounts on City Tours and cultural programs, and more. Recent highlights include a Biscayne Bay nature adventure, tour of the Leah Arts District, and a look at Miami's military past. We are grateful to our members, who in 2019 contributed more than \$100,000 in additional support to the Museum. Join today and together help preserve our history by sharing your Miami story.

# What it Takes to Tell Your Story



### Expenses (FY 2019)

- Program Services ..... 79%
- General & Administrative ..... 11%
- Fundraising & Development ..... 10%



### Revenue (FY 2019)

- Local Government Grants ..... 40%
- Donated Use of Facilities ..... 31%
- Endowment Transfer ..... 11%
- Business Activities ..... 8%
- Contributions/Fundraising ..... 6%
- Foundation/Trust Grants ..... 3%
- In-Kind ..... 1%



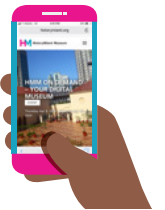
**\$2+ million**  
donated by patrons.



**300+**  
**partnerships**  
with institutions and organizations in the community.



**104,000**  
**people visited**  
the Museum or took part in one of our programs.



**1+**  
**million views**

**2+**  
**million impressions**

**1.5+**  
**million unique views**

Financial Position*	Total Funds			
	Museum	Endowment	2019	2018
Assets	2,536	16,257	18,793	18,720
Liabilities	567	-	567	391
Net Assets	1,969	16,257	18,226	18,329

Financial Activities, Museum*	FY 2019	FY 2018
Operating Revenue	4,873	5,023
Operating Expenses	5,727	5,495
Increase (Decrease) in Operating Net Assets	(854)	(472)
Increase (Decrease) in Other Net Assets	680	700
Total Increase (Decrease) in Net Assets	(174)	228

Growth in Net Assets*	Total		
	Museum	Endowment	Total
2015	2,564	13,108	15,672
2016	1,567	14,303	15,870
2017	1,915	15,323	17,238
2018	2,143	16,186	18,329
2019	1,969	16,257	18,226

\*Millions of Dollars

# Keeping Your Stories Alive

Thank you to our top donors\*, who contribute significant funds to support our program of work. The entities and individuals below represent cumulative donations of \$2,000,000 - \$1,000 for fiscal year 2019.

Miami-Dade County

---

Baptist Health South Florida  
Hialeah Park Racing & Casino  
John S. and James L. Knight  
Foundation  
National Endowment for the Arts  
The Batchelor Foundation

---

Amerant Bank, N.A.  
Artes Miami, Inc.  
Michael A. Carricarte, Sr.  
Jackson Health System  
Miami DDA  
Ryder System Charitable  
Foundation, Inc.  
State of Florida, DOS, Division  
of Cultural Affairs  
The Kirk Foundation  
Julie & Michael Weiser

---

Badia Spices, Inc.  
Bank of America  
Brian Barroso, Amerant Bank  
Luis de la Aguilera,  
US Century Bank  
JoAnn and Sal DeGuido  
Alex & Jessica Dominguez, AT&T  
Michael & Paula Fay,  
Fay Family Investments  
Florida Power & Light Company  
Susana & Michael D. Gold  
Avra Jain & Dalia Lagoa  
Marcia J. Kanner Memorial Fund

Brielle & Etan Mark  
Miami Herald Media Company  
Ben Mollere, Baptist Health  
Ken O'Keefe & Jason Stephens  
Carlo & Melissa Rodriguez,  
Ryder System Inc.  
Dr. Wasim & Rania Shomar  
Susannah & John Shubin  
Jean & Bill Soman

---

Conchi & Tony Argiz  
Armstrong Creative  
Consulting, Inc.  
Bacardi USA  
Bal Harbour Village  
Natacha & Bart Bastian  
Robert Battle  
Kerrin & Peter Bermont  
Samuel J. Boldrick &  
Eddy Casado  
Deborah & Dennis Campbell  
Richard P. Cole  
Cynthia Demos Communications  
Paul & Swanee DiMare  
Aldo Ducci & Monica Martinez  
Richard W. Ebsary  
Funding Arts Network  
Richard Glass  
Drs. Joan C. & Paul A. Gluck  
Graham Holdings  
GMCVB  
Bonnie Hoffman  
Phillip M. Hudson III &  
Dr. Sandra Kaufmann

Susana & Alberto Ibarguen  
Elizabeth Pryor Johnson  
Jones Day  
Sallye Jude  
Michael Knoll  
Kirsten Hines and Dr. James  
A. Kushlan  
Maureen & Dennis Lefebvre  
Diane & Alan Lieberman  
Dr. Joan D. Lutton  
Faith & David Mesnekoff  
Ellen & Sandy Nusbaum  
Catherine & Jay Pelham  
Steven A. Richter  
Maritza Cura & Tony Rodriguez  
Diane & Michael Rosenberg  
Hon. Patricia A. Seitz &  
Alan G. Greer  
Joan & John Sumberg  
The Children's Trust  
The Denmark Lecture Series  
& Media Library  
The Miami Foundation  
UPS Foundation, Inc.  
Pam Molen Van Ee &  
Duan Van Ee  
Elissa Vanaver &  
Roman Lyskowski  
Pedro L. Velar  
Helena and Scott Weiser  
Westminster Barrington  
Foundation  
WLRN  
Ann & Jorge Zamanillo

## “Helping others is like helping yourself.”

– Henry Flagler, *Industrialist*

**Our board of trustees, endowment committee, and staff are dedicated to supporting creativity, diversity, and inclusiveness. With that and our mission in mind, these individuals steadfastly honor the stewardship with which they have been entrusted.**

### Board of Trustees, Officers

Michael Weiser, *Board Chair*

John Shubin, *Vice Chair*

Etan Mark, *Secretary*

Carlo Rodriguez, *Treasurer*

Michael Gold,

*At Large Representative*

Brian Barroso,

*At Large Representative*

### Board of Trustees

Bart Bastian

Michael A. Carricarte Sr.

Alex Dominguez

Michael Fay

Ronald E. Frazier

Avra Jain

Barry Johnson

Elizabeth P. Johnson

Ben Mollere

Manny Rodriguez

Elissa Vanaver

Candido Viyella

Jorge Zamanillo

### Endowment Committee

Gregory M. Cesarano,

*Board Chair*

Benjamin Bohlmann,

*Vice Chair*

Linda S. Lubitz-Boone

Ramiro A. Ortiz

Johnathan Kislak

### Senior Staff

Jorge Zamanillo,

*Executive Director*

Leana Cianfoni,

*Director of Development*

Michele Reese Granger,

*Director of Marketing*

Michael Knoll,

*Director of Curatorial  
Affairs & Chief Curator*

Tina Menendez, Ed.D.,

*Director of Education*

Lori Penaloza,

*Director of Finance*



101 West Flagler Street  
Miami, FL 33130  
305-375-1492  
e.info@historymiami.org  
www.historymiami.org

### Hours

Tuesday – Saturday: 10 a.m. – 5 p.m.  
Sunday: Noon – 5 p.m.  
Monday: Closed

### Admission

Adults: \$10  
Seniors & Students (w/ ID): \$8  
Children 6 – 12: \$5  
Children under 6: **FREE**  
Museum Members: **FREE**

    **#HistoryMiami #HMTurns80**

Museum hours and admission prices may vary for special events.



HistoryMiami Museum is accredited by the American Alliance of Museums, and is an active member of the Florida Association of Museums. We are supported by the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor, and the Board of County Commissioners. Support is also provided by the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Council on Arts and Culture.

To request materials in an accessible format and/or any accommodation, please call 305-375-1621 or email [accessibility@historymiami.org](mailto:accessibility@historymiami.org) at least two weeks in advance of your visit. Parking available at a discounted rate for Museum patrons in the Miami-Dade Cultural Plaza Garage, 50 NW 2nd Ave. To support HistoryMiami Museum through our membership programs, call 305-375-1618 or email [membership@historymiami.org](mailto:membership@historymiami.org).